ABSTRACT OF THE DISCLOSURE

A network apparatus includes a plurality of service-
option resources, each resource having a respective
numerical network address. An address server stores the
numerical network addresses together with a respective
logical name corresponding to each numerical network
address. The address server responds to queries by
providing a numerical network address corresponding to a
logical name contained in a respective query. A
plurality of service selection gateways are coupled to
the service-option resources and the address server.
Each service selection gateway 1) receives user traffic
from a respective user directed to a nominal destination,
2) determines if the nominal destination should be
redirected to a respective logical name corresponding to
one of the service-option resources in response to a
respective user profile, and 3) queries the address
server for a respective numerical network address to
redirect according to the respective logical name.